

## COURSE OVERVIEW

# PUBLIC RELATIONS

**Here is a quick overview of your course plus useful information about navigating the online platform.**

Your semester starts once you have completed your onboarding.



***Tomorrow belongs to people who prepare for it today.*** -AFRICAN PROVERB



## PROGRAMME OVERVIEW

This short Public Relations course develops your skills to manage communication, build trust, and protect reputation in a fast-changing world shaped by AI, misinformation, activism, and ESG issues. You'll learn to plan and evaluate campaigns using key PR models while applying ethical and legal standards.

It prepares you for entry-level PR roles or to enhance communication in any field.

## PROGRAMME OVERVIEW

Your course contains 9 substantive units. By the end of the course, you will be able to:

- Explain PR's role, functions, and key concepts
- Design a PR plan using models
- Apply PR theories
- Develop strategies to engage and manage stakeholders and media
- Create clear, persuasive PR materials using suitable tools and platforms
- Plan and manage crises to protect reputation
- Use digital tools and social media for campaigns
- Evaluate PR initiatives using KPIs
- Apply ethical and legal principles in PR practice

## ASSESSMENT INFO

Students must complete and submit various formative and summative assessments for each module. Refer to the Programme Guide on the Virtual Campus for information on assessments in this programme. The formative assessments contributes 40% to the final course mark, while the summative assessment contributes 60%. So the final pass mark for your course is 50%.

- 3 months
- ± 8h Study time per week per module
- Fully online | Mobile friendly
- Earn an industry-ready certificate

## HOW TO STUDY ONLINE

You will study entirely online, using our iQ Virtual Campus as follows:

- Log into your profile.
- Complete the Onboarding (including New Rules).

Your course starts once you have completed your Student Onboarding on the Virtual Campus, where you will gain access to the Programme rules and your Programme Guide.

Content for each module will be made available based on a structured learning path to guide you through the learning process over a fixed period. For your convenience, the study guide units for each module are available separately in the respective unit sections on the learning platform (in digital format).

You can download this for offline use.

## ACADEMIC SUPPORT

We understand that studying online can sometimes be isolating and challenging, so we have worked hard to ensure your course is interactive and you are supported to ensure academic success. If you need to contact your course coordinator or require admin or account-related support, complete a form for assistance, [click here](#).

## EXPERTISE YOU CAN TRUST

- | 19 YEARS OF INNOVATIVE LEARNING
- | OVER 50,000 SUCCESSFUL STUDENTS
- | ENDORSED BY SAIOSH AND OPSA
- | REGISTERED AND ACCREDITED WITH SAQA AND DHET
- | CURRICULA DEVELOPED BY LEADING ACADEMICS AND INDUSTRY EXPERTS
- | QUALITY ASSURED QUALIFICATIONS

